

REHAB FOR THE ELECTRONICALLY ADDICTED BY ANNE MESSENGER

ing in commercial design, prospective clients and customers may try to reach a business like yours by using such search terms as “architectural firm” and “commercial design.” When a visitor types these keywords into a search engine, your ad will appear. If the visitor clicks on the ad, they will be directed to your Web site. Every time a visitor clicks on your ad, you’ll pay a fee.

Internet marketing methods such as search engine optimization and pay-per-click management act like a guide, pointing web users that are interested in your industry straight to your Web site.

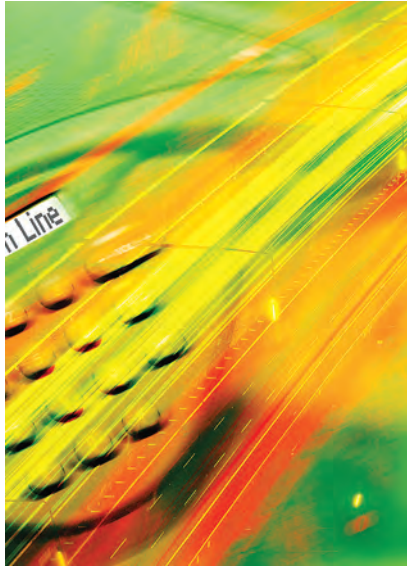
Once the input phase is complete and a visitor has made it to your company’s Web site, the next goal is to keep the visitor there and turn them into a customer. This output process is known as conversion. Content, graphics and ease of Web site navigation all have a hand in your Web site’s conversion rate. With an experienced Internet marketing team analyzing such data, a Web site’s conversion rate can significantly improve. It’s at this critical stage that a visitor chooses to stay or leave. If he or she leaves without either making a purchase or reaching a goal page, the output is inconclusive and the visitor has not made his or her way through the funnel. This same visitor may return to your Web site many times before making a purchase or reaching a goal page. A positive output results when a sale is made or the visitor takes a specific action toward advancing the sale such as by calling the business directly.

For your Web site to remain successful, its performance must be measured, analyzed and consistently improved upon. By collecting data and using Web site analytics, any business can improve the quality of their approach to Internet marketing. Even high-ranking Web site are constantly being improved upon due to Web site analytics, which is yet another important subset of Internet marketing.

If you’re ready to dominate your industry, start investing in your Web site. **S**

Eddie and Brian Bluff are co-founders of Site-Seeker, a provider of Internet marketing solutions. They work with companies across Upstate New York.

TURNED ON, TURNED OFF



Let me be clear. Virtual, for our company, is vital. Business is robust, profitability is astonishingly improved and it has been a boon in hiring superb employees for whom flexibility is critical. And it’s fun.

It’s great to be able to get an instant message from a colleague in New York City about a critical sales lead or resolve an invoice, via IM, from a colleague in Florida. I love knowing how to reach Vladimir in Moscow and Adriana in northern Mexico through e-mail. Calling friends from South Africa and China from my laptop, via Skype, was a kick.

But the deer got to the day lilies before I did. This has to stop.

It used to be that I would think. I would ruminate. I would ponder. I remember those luxuries of taking time to savor, to come up with a better answer, to just...sit and do “nothing.” And I know I’m not alone.

The other night at my book club — a gathering of savvy, successful, extraordinary women — the primary topic of dinner conversation was underlined with perplexity: How do you handle all of your e-mail? Solutions flew around the table, but we hardly talked about the book.

I am making a commitment to myself, to my family, to my staff. Be forewarned, my 4,934-Outlook contacts, I am entering e-rehab:

- I am turning off. No phone during meals and meetings, certainly, and I am checking e-mails only two times a day. This will be hard, but I will do it.
- I will rethink using the “Reply to All” option and swear off forwarding jokes.
- I will never, ever be like the woman on the treadmill next to me this morning, reading her phone.

Now, I must go spray the day lilies. Cheers! **S**

Anne Messenger, SPHR, is president of Messenger Associates. She is a recognized career strategist and has practiced in the field of human resources for more than 20 years. She is known to her friends as a tech junkie and loves her information technology guy.

Now I am really aggravated, even in this great virtual office of mine. The deer have beaten me to the day lilies before I had time to spray the anti-deer stuff on them. This e-addiction has gone too far.

Because that’s what it is: an addiction. At any given time, I have hundreds of e-mails, up to 10 voice-mails — on each of my two phones — and an unfathomable amount of spam, even given two — that’s TWO — spam filters. I am addicted to connection. It is eating up my life.

I am available to all via home phone, office phone, cell phone, Skype, laptop, PDA, e-mail, instant messaging, texting and plain old, down-the-hall “Anne...!” I am networked, wireless and have an air card. My daughter and her friends have talked me into Facebook, LinkedIn and Twitter. I am high-tech and high-speed. I am crazy.

